

## PLANNING A RESOLUTION

Decide upon the size of paper. Draw the center. outside margin lines and limit border for the pen work Next letter a line of the body on scrap paper the same size and length as you intend to make the work on the resolution. By so doing you can count the lines the material will make.

The heading should come next. If compound curve is desired proceed as illustrated in the lay-out on the next page. With a string (which will not stretch) or a compass, make the center curve (in which General Assembly is lettered), then draw the two long horizontal straight lines just below the center curve, letting the top straight line touch the bottom curved line. These straight lines (which are the same distance apart as the curved lines) serve as guide lines for sketching in the short ending curves of the arched curve. (See next page.)

Rule vertical guide lines for lettering on curves as shown by dotted lines in the lay-out. Lettering on curves should never be slanted toward the center of the design, as printers are compelled to do. Sometimes lettering on simple curves is slanted forward to advantage.

After getting the heading outlined, and knowing
how many lines and subheadings will be needed, you can easily plan the body. The lines in the last paragraph can be put closer together or wider as desired to make the resolution fill the space. The space left for signatures and subheadings can be widened or narrowed as desired. Subheadings can be put in the center on a line by themselves or to the left, followed by body material. In this way space can be saved or stretched as desired.

After you have lettered in headings and written or lettered the body, retouch and add shading, flourishing, underscores, and ornament to help out the design where needed. A $\$ 30.00$ piece of work can frequently be made to look like a $\$ 50.00$ one, by adding embellishment.

Where a word is misspelled it can be corrected by erasing with an ordinary pencil eraser. Seldom use a sand eraser on good work for it leaves the surface rough and is dangerous to work over without spoiling the job. The rough places can be smoothed somewhat by scraping off the fuzz with a sharp knife and rubbing the surface of the paper with the handle. Unless you learn to be resourceful, you will have to do many pieces of work over. Use art gum or soft eraser in cleaning lines and finger prints from your work.



protome grict and gemmine smmathr, nom, theretore. be it


GSOMIN That the People of Chiango, through their-City Comencil, extraordinary. special session assembled, do hereby voice their deeply Felt sorrom at the passing of their honored
 and exterd to his widon and inmediate Family their sincere condolences in this their hour of extreme sadness, and be it further

thusexpress our sincere.grief and record fhe figto. Stementerntziets.
Brotfer Reilly was Feid by alf who knes Figte esteem in whicte. in any way connected with the who kness fim, and those-who were. with genid and fiend sy wamitithroughour the circle. in whis king influerce. felf. of e pray triaf fus example maz serve to irfume fife moved
swen it shalf please the os reat Spirit to call us iflume ke path of us, ans


That these resolutions be swread sino

2hat these resolutions be spread uypor the reconds of the Jribe, and a cony
suitably engrossed sent to the family of the deceased to whome, and a copy


## SIpril 8,1909 <br> 

## Scroll of Distinction arvey 5 . Firestone

 is a name familiar today to men of every race and every clime. Such distinction spells fame! Pet, quite as significantly, it denotes mastery of innumerable difficultics, obstacles, and barricrs. It likewise represents veare of time and thought, of courage and decision, and of setion and aceomplishment. 'Born a lowly farmer's boy, he bas by dint of his sun efforts and shecr ability risen to a position of international prom inence and renown.nurtured in agodly bome in one of the garden spots of Ohio Ilr: Frestone anty developed a love of nature. Indeed, the formative period of his chameter was bappily spent
"Omong the lowing of the berds. The rustling of the trees.
Among the singing of the birds.
She humming of the bese.
"Cimeng the sloweresented grass.
FImente the new menn bave"
hlere ill thoughts dis and good are bern, out in the fields with cod."
-and that sturdy dharacter, thus strengly and firmly molded, bas been the dominating fore of his impressive persomality.

Ts a graduate of Pleasant Dalley country achool, and later of Columt biana Tigh School and of The Spencerisn Scheol of Commere. (Aceounts and
 bie dimb up the ladder of busincis success by starting at the bettommost round. Nor was that climb casy. Beqinning as a modest bookkeper in a coal office, be has laboriously and diligently aecended that lidder, wund by round, until today be is President of one of the largést and mest successfil rubber induotries in the cutire world.

Cloked one day why he bad ebosen businces as a life work int: Fite: stone's reply was at once so philosephically comprebensive and so ideally pmetieal as to merit cmblazonment on yonder skics, that allmankindmigit ot


If price or conditions won't permit your drawing a portrait or emblem, paste on a photo and conceal the edges. Some emblems are too complex to draw small emblem, paste on a photo and
 dellmighty. in His wisdom, deemed it expedient to take from us our affectionate, tender, ans sympathetic wife, mother, grandmother and aunt Sarah Jratzenberg; no $\qquad$
(Clecreas, the earth that nourished her. the said Sarah
Kat三enberg, has claimed her mortal remains to be resolved to earth again: and
Cllereas, she, the said Sarah EKatentbera bus lett behind her a bitterly distressed and arief-strichen husband. children arno grandechiloren: and
(Obercas, she the said sarah skatenterea was alowens un impartial. constant and faithful friends ans member of the
 Now therefore, be it respectiallo ans reverently resolver, that the date of our beremement be and the same is berberspread upon the records and minutes of the akiaterabory, Family Circle, Chicago © Branch, it beings the sate herein above set forth; ans that date bo sommenerated with fitting ceremonies by the Katzenberg Funnily Circle. Ehicuge Branch in the next ensuing year, and for every succeeding year thereafter: Dated at Chicago, Illinois, this second day of February, 1936.
 Itenrietta Kataenlerg grimmer Pauline Ketyenkerg firkin $\begin{array}{ll}\text { Music, when soft voices die, } & \text { Rose leaves, when the rose is dead, } \\ \text { Vibrates in the memorop: } & \text { Are heaped for the beloved's bed, } \\ \text { Odors, when sweet violets sicken, } & \text { And so thy thoughts when thou art gone } \\ \text { Live within the sense they quicken. } & \text { Love itself shall slumber on. }\end{array}$ mercy'zannolley

[^0]

# - $2 t$ a meeting of the Board ot Durectors of the 

 cuate ' ${ }^{2}$ cth Tgrad Togpital helo the twenty ~ seventh day of March, 1939, the following resolutions were unanimously aoopted:
 csolved, Ghat thex be eetended to our (B)resionut
 the deepest sunypathy of the Boaw upon his beccavement; ano hat it is the eaunest wish of every member that $\rightarrow$ Imighty Goo in. Fis Goooness may grunthim strength and consolation in the years to come; sand hat the J3oaro take this opportunity to eepress its appreciation of the splenoio work he has oone on behalt of the J Cewark J3eth J scael Jtospital, of which for many years he has been the Presioent; and ((C)) hat it is its carnest hope that these unselfish eftorts, so ably rendered, which hue served as an inspixation to evexy member of the $\mathfrak{B}$ oard, may bring him solace through his oevoteo wock. Be it fuxthex
 cavlued, That this resolution be spreat upon the vecows of the Boawo of Dixectors of the JTcwark Jcth Israd Hospital as a lasting momment to the memory ot

4x-xixix



INCORPORATE bels August first，nineteen humored thirty－eight the following memorial was manimonsly adopted：


 on the twenty－eighth say of July，nineteen humber thirtv－eight．

Dis passing takes from us a true ans siamese fricirs whom we fave always regarded with affectionate Este mm and admiration．Fin able associate ans counselor：his aerial am magnetic personality has been to us a some of an mine inspiration，and bis ability and integrity in the farticipa． timon of sur affairs have been of the greatest value．

De was a man of upright damacter，with a lien sense of justice．Friend y and always courteous．his cheering and en－ ganging presence endeared him to bis associates ant employer．
（Ole lament the termination of his association with the company，and our irretrievable loss of bis guiding influence．
 extent our deepest，most heartfelt sympathy，in the passing of one whose fond memory will ever devotedly remain in our hearts．

THy a fitting tribute，we order that this memorial be in－ scribes in the minutes of this meeting，and be engrosses in per－ moment form and given to bis bereaved widow and family，as an expression of our lasting affection and admiration for bim．

## 蚂ard of Directors



At li Leith





This beautiful work was made by E. H. McGhee. Trenton, New Jersey. Students of engrossing will find the initial letter and staff of special interest. Gold, blue, red and greens are the predominant colors.




This beautiful staff provides ornament and also holds the lettering and entire design together. By C. L. Cook of The Harris Studio.


Modern well-designed and carefully executed by C. L. Cook.

[^1]
of Iinton, , isconsin, having bevi dectev a member of the Federal Reserve Boars at Cashington, and having resigned from the fixerutive Commitee

 Weats otits existence vital guestions have heen culsiberio affecting wot only the gection, but the Fimetrican B ankiets: $\mathcal{H}$ Essciation und the general wetate of the countre at large, ineluding war time activities of the banks, the Hoseral Reserve and Vedral fand pank ystems and the ab vancencut of the agrtantural interests of fimerica, and in the consideration bencfit of the experience and iubsment of ection has alwavs received the
 a sactifice ans the State 8 human interests always tequites mittee having had thate Ranksection and the recutive omt ance with trithochlenpah since the organ an intimate pecsonal acquaintbenctit of his uise counsel and abvice in the onization of the Scction, and the rccognition of logal, sincere ano unselfichoministration of its affairs, and in clevation of the banking profession and shecipport of every movement for the Banks of Finerian and in particular the emall static bunkso the the wuntry
 ESOLVED, That the tati ank ution ofthe Fincrican
 as a sactitice on its part. the resignation of (Dr. (D ochlenpah knowing well that in accepting the higher office r. ochlonpalh is muking a greater petsonal sacritice which is a tribute to his unseltish disposition ano dhat acteristic of his connection with, und intecest in, theState Bunk Section. Exe war csolved, hat the State Bank Section tenders to © 1 r , ochlenpah 6. $h$ the best wislies of cuery uncinber forliis succes in his new and broader fielo and that a copy of these resolitions, suitably engrossed, be presented to him as an expression of our estecm ano appreciation tor lyis services to the S'etion
and the banking fatecnity.


[^2]

[^3]

This masterpiece by W. A. Baird hangs on the walls of the Zanerian College, Columbus, Ohio, and is an inspiration to hundreds of persons studying penmanship and engrossing. Like much of the work presented in this book, it cannot be fully appreciated without seeing the original. You are urged to visit the Zanerian and see this
as well as other masterpieces.
A colored design by Harris Studio. Study it.


A distinctive design deserving your careful study by the well known Harris Studio.

##  SIDNEY 畳ROHMAN

 5in power to bestow for his most distinguished services as
## FIRST PRESIDENT

NATIONAL PAPERBOARD ASSOCIATION
1933-1934-1935-1936
Als contained in the enclosed copy of Statement of Mr. G.G. Otto, Spokesman for the membership, at Anmuth olfeeting. Mational Paperband Association, helo at Waldorf-Astoria Hotel Tew Dork City, Toventer 19,1936


Borders add variety and beauty. Learn to make many various kinds. This specimen is from the Harris Studio.


Henry G. Burtner for many years has ranked high as an engrossing artist. His work can be studied profitably.


Emphasis is placed on certain parts for artistic effect, their importance or because of the customer's request. Study various ways of making parts stand out. The Harris Studio contributed this page.


This specimen of engrossing by P. W. Costello contains good scroll designing. Lay a piece of tracing circles with small even spaces between the circles. The the top you find a square and under it four circles with small even spaces between the circles. The bottom is divided into five parts.


Italian White Vine border by C. L. Cook of the Harris Studio.


Occasions like the visit of Lloyd George to America as well as the death of prominent individuals call for engrossed resolutions. High class, well known engrossers have no trouble in securing work.

## 4

$\qquad$
 distinction of race, creed, sex, caste or color.

Oinvestigate the unexplained laius of
nature and the powers latent in man.
O investigate the unexplained laws of
nature and the poovers latent in man.

## - encolrabe flye study of comparatue religion, phillosophy and science.


$\qquad$

By A. T. Bondy, Chicago, Illinois.


President of the Minneapolis Baseball Club, Vice-President of The Fmerican Fissociation of Professional Baseball Cltibs, is the No.l person in the Finerican Fissociation rated on sentority, personality, and glistening service since the Peague was created in 1902;

Find, whereas, he is in his fittieth year of baseball. all of which have been memorable for his sterling qualities. qualities that are possessed by few men in any profession in suth an abandance.

Therefore, do we, his fellow directors of the Fmerican Fissosiation, go enthusiastically onz record in an expression approachmig only an intimation of our appreciation of his courage, optimism, loyalty, fairness, friendliness, foresight, and counsel and what they have meant to its throughout the years.

We who have been privileged to bask in the wammelh of his rabiant smile, to thrill in the invigoration at his heaty hand clasp to delight in the joy that comes only to those who ean call him friend, fervently hope that he will be with uns and with baseball many more years.

Frid may those years be filled with happiness. health and prosperity.

on the twenty-ninth day of Illay, in the year of our Cord One Jhousand Tine Hundred and Forty-tbree, DunW anily urur Itwrll
were by me untite in (OLY ATRIMONY at Camp Van Domi. Mississippi, according to the Ordinatce of Sod and the Caws of the State of Mississippi.

Eawordineranes



[^4]
#  

 Families and Children of Columbus The Fan dy and ChildrensBerreat wishes to express its appreciation to Mirdumin @ O1105His wise and fearless leadership and bis devotion to the central purpose of the $\mathcal{F}_{\mathrm{g}}$ ency in its servic to the Community, have marked bine as a Civic $\rho_{\text {ceder }}$ of the highest quality ${ }^{\text {Then }}$ Therefore it is the dee hope and firm belief of the Family and Children's 23 urea ur that he will always be available for friendship and counselling daring his terms of leave from $B_{\text {ard }}$ duties, and shall return to sexvie e on the $\mathcal{B}_{\text {ord }}$ throughout his active life as one of the foremost citizens of Columbus.Distinguished Service Award by Earl A. Lupfer.



Sourus are the sureetest thing
that (6) and torgot to fut a sout iuto. æ.ester


Thant mina hers timeint us that all aur omings without eharity are nothina worth; © con the lolu (V)wost, unn) poum into une hearts that must cxcellent gitt of char ritu, the very bomo of es peace and af all wirtacs: without which whasocuer liucth is edonted bean be fore thec. ( ${ }^{\text {fintant this for }}$ thine only oron desums Chirist's salke.

By Angelo M. Rassu.


By E. A. Lupfer.


By Parker Zaner Bloser.

bunk Grod aveny montuig whent poul get wh that voubues sontfituts do thet: Day, whid) mist be dore. whether woul like it or not. Benag fored to work, and loreed todo nour hest will breed it pout - a huidred virtucs whid the idle teuar
 Charles ISituslew


By Steven A. Ziller.



[^5]Executed on pages cut to size $9 \times$ 12 inches of Reynolds 3-ply bristol board. The following is a brief description of the color scheme employed for this page and other pages.

The intial "W" was rendered in two shades of red, with gold background and outlined in black.

The gold background should be made first whenever the same is to be burnished to avoid scratching off the color.

The red is a mixture of vermilion and Chinese white. The vermilion is in itself an opaque color and the addition of the Chinese white furnishes the lighter of the two shades.

The bar in the border is done in dark red and French blue in alternating sections, and is flanked on either side by burnished gold.

The trailing or twisting ornament in the border is in dark red, French blue and green, each color mixed with Chinese white.
The flowers are in blue, purple and crimson lake and the leaves in green.
The dots in the border are Chinese white and burnished gold, and the stripes in Chinese white and Naples yellow, the latter being used in the green portion of the ornament.

The shading of the letters in the text is done with a purple wash obtained by the mixture of crimson lake and Prussian blue. The initials of the name, James R. Nicholson. are in red and dots in the small letters in burnished gold.

nulle har nurat amithanua rat, Flim sumbr waid rat that wantt it;



Burns

By A. M. Grove


 These two masterpieces show the superb skill and versatility of W . E. Dennis. who was considered the dean of engrossers. Note the sim-
plicity and elegance of the honor roll. and the clever flourished decorations around the photo.






Engrossed by W. E. Dennis. who was a leader in lettering, engrossing
and flourishing.


## CERTIFICATES AND DIPLOMAS

Diplomas are outlined or designed in the same manner as resolutions. The name of the school is usually the most important part and, therefore, should be the most conspicuous. It is usually larger and contain more ornament than the rest of the diploma. It is very important to carefully outline the entire design in pencil in order to get balance.

It is worth considerably more money to prepare a diploma in pure India ink for engraving than to perepare it in thin ink not for engraving, from $\$ 40.00$ to $\$ 100.00$, being fair prices for the former while the latter can be made for from $\$ 5.00$ to $\$ 10.00$ and up.

Where $\$ 5.00$ fresh-from-the-pen diplomas are ordered in large numbers, one can make them quite profitably. One can make the lay-out on all, then the headings, and then follow with the body much more advantageously than if each were completed separately. The larger the quantity the lower the cost should be.

In making copies of the diploma herewith, persons who are not good in pen drawing should omit the school buildings. The present day tendency is to omit them. Make drawings at least twice the size of the copies.


## 

$\qquad$ and up ion ax proper examination is found Iforthy of Graduation and is
herctuy ordeal the degrees of

$\qquad$



## 

 in whith ive plim int riti Olhillum pim inis silimit

 tilitu tr itit tilit:

Beautiful thoughts in verse and prose have been enhanced by ornament, color and lettering, since the days when the Monks did their inimitable work. Many are treasured works of art. This gem was made by A. M. Grove.


A beautiful three color membership certificate by C. W. Norder.




Lay off in usual manner giving special attention to the form and action of the scroll which is the principle part of the design. Make your pencil drawing complete in detail before inking. Block in text very roughly for spacing only. Apply color first. The ground back of the scroll is reddish brown, obtained by a mixture of Vermilion, Crimson Lake and Prussian Blue and Chinese White to give opaqueness or a velvet-like appearance. Use color quite thick. When background is finished, outline scroll with a No. 5 pen and waterproof ink and your work will now appear strong and snappy when before it appeared weak and indistinct.

Mix a bluish green composed of Hooker's Green No. 2 and Payne's Gray, making a thin wash for scroll work. After applying this wash, add the color a little thicker for the shaded parts. The very delicate color outlining part of border can be obtained by a mixture of light red and cobalt. Lastly add Chinese White in a common pen for tracing and dots on background and initial " $R$ ".

Care in mixture and application of colors is of the utmost importance for success, and no one should become discouraged by failure to obtain the desired effect in the start.


Distinguished Service Award modernly flourished by A. M. Grove, Chicago, Illinois.


## title Page on ross Paper

This design was made with pencil and knife instead of with pen as might be supposed. The paper is purchased already ruled and tinted as shown by the background. It is not only ruled but "ribbed" or creased at right angles to the ruling. By drawing a pencil across its surface a cross-hatch, dark tone or shade is produced as shown in the shadows and the word "Wreath." By scraping the paper with a knife a lighter tone is produced as shown in the high lights, scroll, flowers, etc.

The paper or cardboard has a coated, chalk-like surface which scrapes easily, or upon which an oiled or lithographic pencil works well and engraves suc-
cessfully.
Designs of this sort are first created on ordinary paper and then carefully transferred to the Ross paper, preferably with blue as it is not so apt to show up in the engraving. It is a quick method of securing good printing results of a wood cut like nature. It is purely a commercial art type of work and not intended for framing. It is quickly executed because only the lights and darks need to be produced, and they are done by simple processes and easy mediums.

This design offers a good example in symmetry or balance, of a mechanical type. Some cartoonists employ this kind of paper.


An appropriate design for a Christmas card, first carefully drawn with pencil from a rough preliminary sketch. Size over all about $10 \times 14$ Panel enclosing scroll three inches wide and that of initial "C" $23 / 4 \times 4$. Letters in word Christmas $21 / 2$ inches high. Use waterproof ink on all drawing and lettering to be finished in color.

Color Scheme-Shades of green and red. Mix Hooker's green No. 2 with a little Payne's gray, and Chinese white. With a thin wash of this mixture cover background of panel also face of scroll. When this wash is thoroughly dry, put in background with a deeper tone of same mixture. However, do not cover scroll work with this wash. Work around edges carefully leaving face of scroll in the lighter tone for contrast. Aim for evenness of tone in the washes. Next outline scroll with a No. 4 lettering pen and India ink. Rule lines enclosing initial "C" and scroll work. Initial "C" should be in red with ornaments in a light green tone. Complete the lettering next in order, giving the form, character and spacing of letters careful attention. Initials "A," "H," "O," and " $R$ " in red outlined in black. Shade letters in green using a brush well filled with color. This will give your washes clearness and transparency. The mask of Santa Claus gives the design an appropriate flavor, and should be drawn in the simplest and most direct manner for effective results. Use Chinese white for lines and dots, and for washes wherever a tone should be lightened.

Color Outfit-We suggest the following: 2 Brown Sable No. 7 brushes, best quality. Don't try to use cheap brushes. A few colors will be sufficient for simple pieces of illumination named as follows: Hooker's green, No. 2, Ivory black, New Blue, Prussian blue, Yellow ocre, Crimson lake, Vermilion and Chinese white. Payne's gray in a beautiful shade and one that the engrosser can use frequently. A few pans for mixing colors will be necessary. This is a simple inexpensive outfit.



## GRAY CARDBOARD

This design was made with brush and pen, principally the former, and India and white ink on gray cardboard. The design was first drawn with pencil on a sheet of white paper and then transferred with tracing paper to the gray sheet. The two sides being the same shape, but one was drawn originally and then reversed. The lettering was done first with a broad pen in the usual manner. Then the shadows and dark tones in the design were put on with a brush. Then the white lines were put beneath the lettering, and the initial $\mathbf{T}$ was decorated. Then the sharp white edges (high lights), which counterbalance the darks, were put on with a small pointed brush, the same as the darks (No. 1 Sable hair.) The white coating, which gives it a marble-like effect, was laid on last with a larger brush. This coating was rather thin. You can successfully go over black with white, but not over white ink with black ink. The black ink was simply India ink thinned with water.

This brush work at first appears difficult, but when one is once accustomed to handling the brush in water colors, it is simple, quick and effective.

Knowledge of, and skill in drawing, is the secret of success in this class of engrossing. Learn to draw. Observe lights and shades. Study contrast. Investigate the laws of harmony, grace symmetry, etc. Be a student of the beautiful in nature and art.

A set of beautiful popular Christmas Cards for penman at small cost.

Write today for prices and circular.

Zaner-Bloser Co., Columbus 8, Ohio



## SPLATTER WORK

First, design and draw in pencil outline of shield, including strips, on cardboard. Second, cut it out carefully with a sharp, pointed knife. Cut out only the blue field and red stripes. Preserve the large pattern.

Third, use the pattern to secure an outline the same size and shape on another sheet of paper. Fourth, outline in pencil head and base lines for all wording. Fifth, letter the heading, including the words Senate Chamber, write Columbus, O., letter or write the lines following until the whole has been engrossed. Sixth, erase pencil lines and clean the whole. Seventh, shade the lettering with a broad pen, using watered ink or inky water, turning the paper part way round from the position it occupied while lettering it. Eighth, flourish about the letters. Ninth, lay the pattern over the engrossing, and with a tooth brush saturated with diluted ink (from sponge cup may do) brush it rapidly back and forth over a window screen held horizontally a few inches above the design. This will cause ink to fall in a gentle mist, creating a soft, gray tint, more beautiful than it appears after it has been engraved. Remove the pattern and you will have white stripes and margin, the pattern having protected those parts.

The original of the accompanying design was $15 \times 20$ inches, allowing 5 inches margin. The shield alone being $10 \times 15$ inches. Stars may be created by cutting them out of bits of paper and laying them about over the upper part of the design-above and below the heading.


Increase your income selling these artistic Christmas Cards. You can letter address, greetings and color them and make them individual and distinctive.

Write for circular and prices. Address-
The Zaner-Bloser Co.
612 North Park Street Columbus 8, Ohio


## OUTLINING

To the left is presented the outline of the resolution to the right before any brush work was added. It was done mainly with a broad lettering pen. This gives a splendid idea how carefully the scroll work must be worked out in detail before applying color. Unless the foundation scroll work and lettering is carefully done the final result will be a disappointment.

Color lines should be broad and massive rather than narrow, slender or weak. Study the graceful, harmonious curves and equal distribution of lines and values.
The background of the initial letters are in gold and ought to be put in first before any color is laid on.

The gold may be inserted in either of two ways: Gold leaf or brick gold which is brushed on evenly with a brush similar to laying on color. For the beginner the latter method is the easiest. A small brick of gold can be purchased. A little gum arabic dissolved in the water will insure its sticking to the material on which the work is done, either a smooth or satin finished bristol board, (Reynolds preferred) parchment or vellum. After laving on the gold and when same is dry it is necessary to cover it with a piece of glazed paper and rub over same very briskly with a burnishing tool. This presses the small particles of gold ink into a flat even surface, which may be left in that shape with a dull finish or burnished by the use of the same tool after removing the paper covering.

The stipple effects in some of the uckground is made with an agate sint made for that purpose. They ay be put in very carefully as to loition of the dots or they may be of te hit or miss variety. The capital tters in line "Board of Directors" 1d "Third National Bank" are in sld. The small letters in the latter ne are in two shades of purple putng on the lighter shade first.
The small letter of the line Hon. ' m . Connell are in two shades of :een, the capitals W. \& C. in two tades of red using a mixture of verilion and Chinese white.

The large " $T$ " at the top in three tades of red and the " H " beneath it two shades of red. The remaining vo large initials in two shades of een obtained by mixing Emerald een and Chinese white. The mixing Chinese white with any other color hich in itself may be transparent ves a solid opaque color. If these savy colors are put on first, where ley are used in connection with gold tckground it is utterly impossible to operly burnish the gold.
The large initials might be altertted in red and green if the en--osser sees fit and probably might ok better that way. The ornament in is particular job is put in in transurent washes of light purple, greens, ues and reds of two shades of each lor, and a reproduction can give no ea of what pretty effects may be oduced in color. Let the student use $s$ own judgment as to the arrangeent of the colors mentioned.
The shading of the different display res in the Hon. William Connell resutions are put on in light washes of ternate green and purple. The green Hookers and a little lampblack and e purple a combination of crimson ke and Persian blue.

The little circles scattered throught the work are filled with burnished ld. The white dots in the initial letrs are Chinese white.

One thing is absolutely certain, at illuminating is the most fascinaig of the various styles used in the grossing business.
P. W. COSTELLO.


## DESIGNING

Designing-The art of grouping and creating forms in such a manner as to tell a truth or to ornament one, is well worth studying. The basic principle of designing is drawing. To be a practical designer means that one should be able to draw almost anything. But after this ability is required there is much more to be done. One must have some originality in him by nature or acquirement, to become expert in designing.

Drawing leads to designing in that it causes the eye to observe form, color, light and shade, contrast, grouping, etc. Originality consists chiefly in grouping that which has been seen separately. Drawing causes one to observe and depict pleasing contrasts of light and shade and form, and designing depends upon these things.

Designs are, as a rule, truthful and decorative. They usually illustrate some truth or fact and at the same time express beauty. Decoration is the art of ornamenting useful things. It derives its material from nature and geometry. Natural forms as conventionalized by making them conform to mathematical exactness.

Designs should be well balanced and harmonious. They should contain elements of contrast but not of discord. They should be neither monotonous nor striking. There should be harmony and there should be contrasts. Truth and beauty should be uppermost in the designer's mind.

This is a kind of work that machines cannot do because it takes brains. Designs take no small amount of thought, taste, judgment, and originality. A good designer enters into the spirit of the thing to be illustrated and adopts and adapts things to that particular purpose.

The following designs by Mr. Zaner are given to illustrate the things of which we have been speaking. They also show how lettering may be applied advantageously in designing. Lettering is an essential part of designing. There is much to learn about lettering to adapt it to a particular purpose and space. It is far more flexible than type and less mechanical, if done by a master. It requires patience, skill, detail, judgment, and originality.



Vines and foliage make good material for borders. Mr. Caner was a real artist and penman.


Note the soft, sketchy, actual-pen-like appearance of the lettering, caused by tinting rather than blacking the face. See how the slant of the verses agree with the slant of the n's and m's.


The swallows and lettering need careful attention. The perspective of the former and the angles of the latter will demand study. Note how the one swallow has been placed where the lines of lettering were short.


The lettering in this design is very compact and uniform, yet legible. Note how close the lines are. Study spacing between words. Study the pen technique in the drawings.


Study the drawing of the hemlock, how the dark background serves to make the snow effect. See how the different parts are tied together. Create an entire alphabet like these
letters.


Flowers are decorative in construction and have been used successfully to arouse admiration and enhance the value of many pieces of engrossing.


Study the frost-like effect of background and windiness of foreground. The figure and contrasting background suggest the opposing elements of nature. Study the four corners.


Note perspective of shocks of corn, fence. etc. See how detail diminishes with distance. Note how the lettering gets lighter toward the right as it recedes from the center of the picture.
 רulpith ant in lyrament



 Hivinity unt daily luram. and me fintior mer melte urs. trimptatiunt, latt melium 1 tis Frum ruil: 睗ur Hiou withr kimplom allid Hy promer and Hor thatu for sur.

Fly



A card engrossed by the M. L. Harris Studio, Chicago.



[^6]THIS VOLUME
was originally published and copyrighted in 1895 under the title of The Zanerian Alphabets. It was subsequently copyrighted in $1900,1904,1910,1918,1924,1935$, and 1944 , and republished and enlarged a number of times, in all upwards of 50,000 books having been published and sold.

It is now considerably enlarged and greatly improved, and is re-dedicated to the cause of practical and artistic Lettering and Engrossing.

Copyrighted 1948 by The Zaner-Bloser Company, Columbus, Ohio.

THE ZANER-BLOSER CO., Publishers COLUMBUS 8, OHIO



|  |
| :---: |
|  |  |
|  |  |





[^0]:    Lettering, initials. photo and ornament pleasingly arranged by C. L. Cook, Harris Studio.

[^1]:    The staff and lettering used extensively today deserve careful study. On the staff use bright color and fold on the background. Also use color on the filigree ornament. The initial letter should be the outstanding part. This page is by C. L. Cook, Chicago.

[^2]:    Unusually fine modern engrossing by the dexterous artist Willis A. Baird. It is a study in accurate
    lettering, pleasing arrangement, even margins, graceful ornament, and what a beautiful initial letter

[^3]:    A well executed piece of engrossing by that master engrosser, C. L. Cook at the Harris Studio, Chicago.

[^4]:    An initial letter and border well worth your careful study. E. L. Brown is a past master at this style.

[^5]:    There are hundreds of ways of making every job. Select the style you think best for the occasion. Study and make different designs. E. L. Brown, Rockland, Maine, made the large ornamented R. F. A. Dony, Washington, D. C., engrossed the resolution.

[^6]:    Certificate of Appreciation by Earl A. Lupfer.
    Zancrian College of Penmanship, Columbus, Ohio.

